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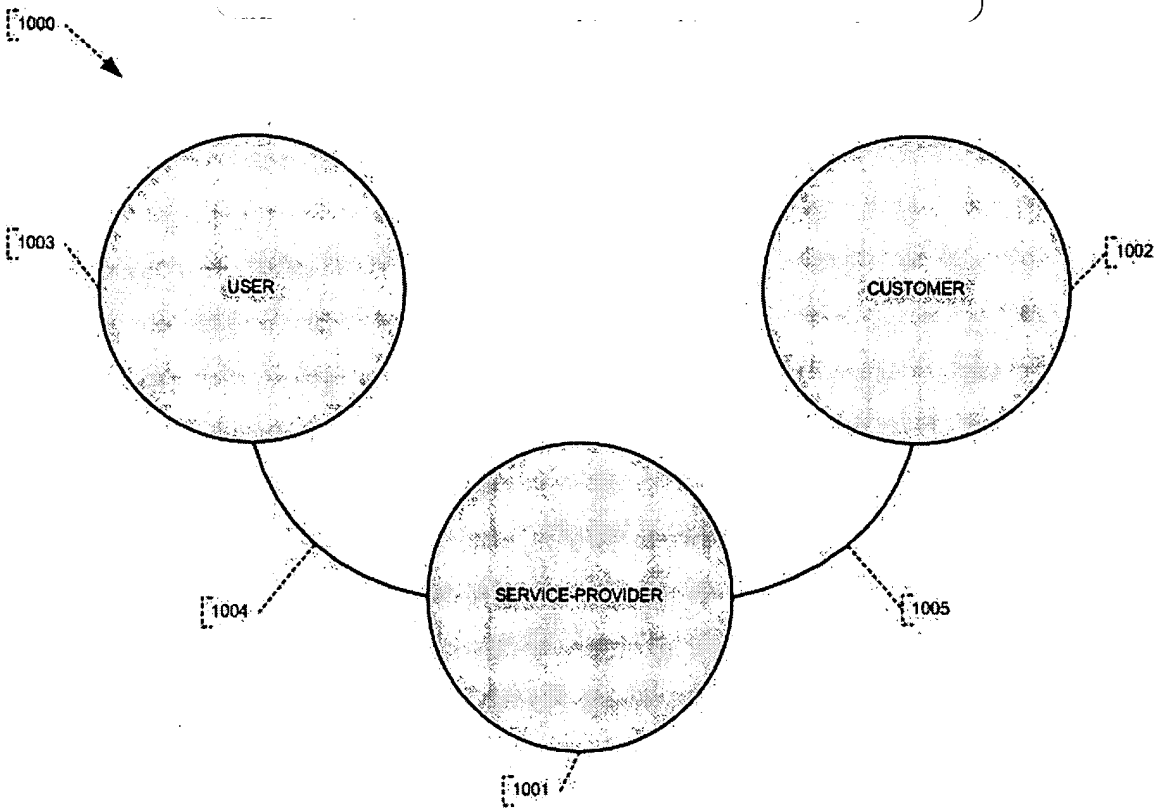
1000
1003
USER
1002
CUSTOMER
1004
SERVICE-PROVIDER
1005
1001

FIG. 1A

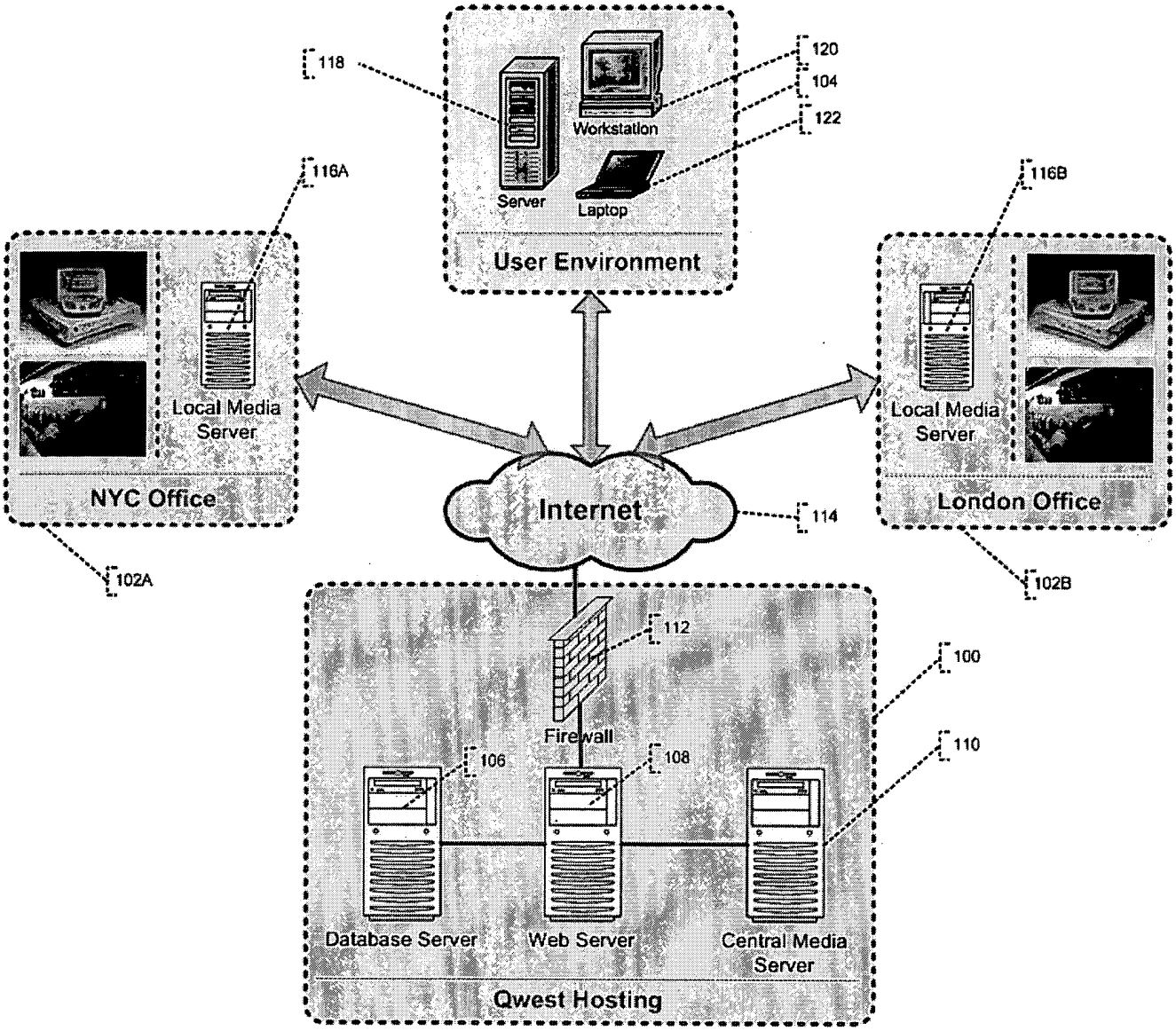
118
120
104
122
Workstation
Server
Laptop
User Environment
116A
116B
Local Media Server
Local Media Server
NYC Office
London Office
Internet
114
102A
102B
112
100
Firewall
110
106
108
Database Server
Web Server
Central Media Server
Qwest Hosting

FIG. 1B

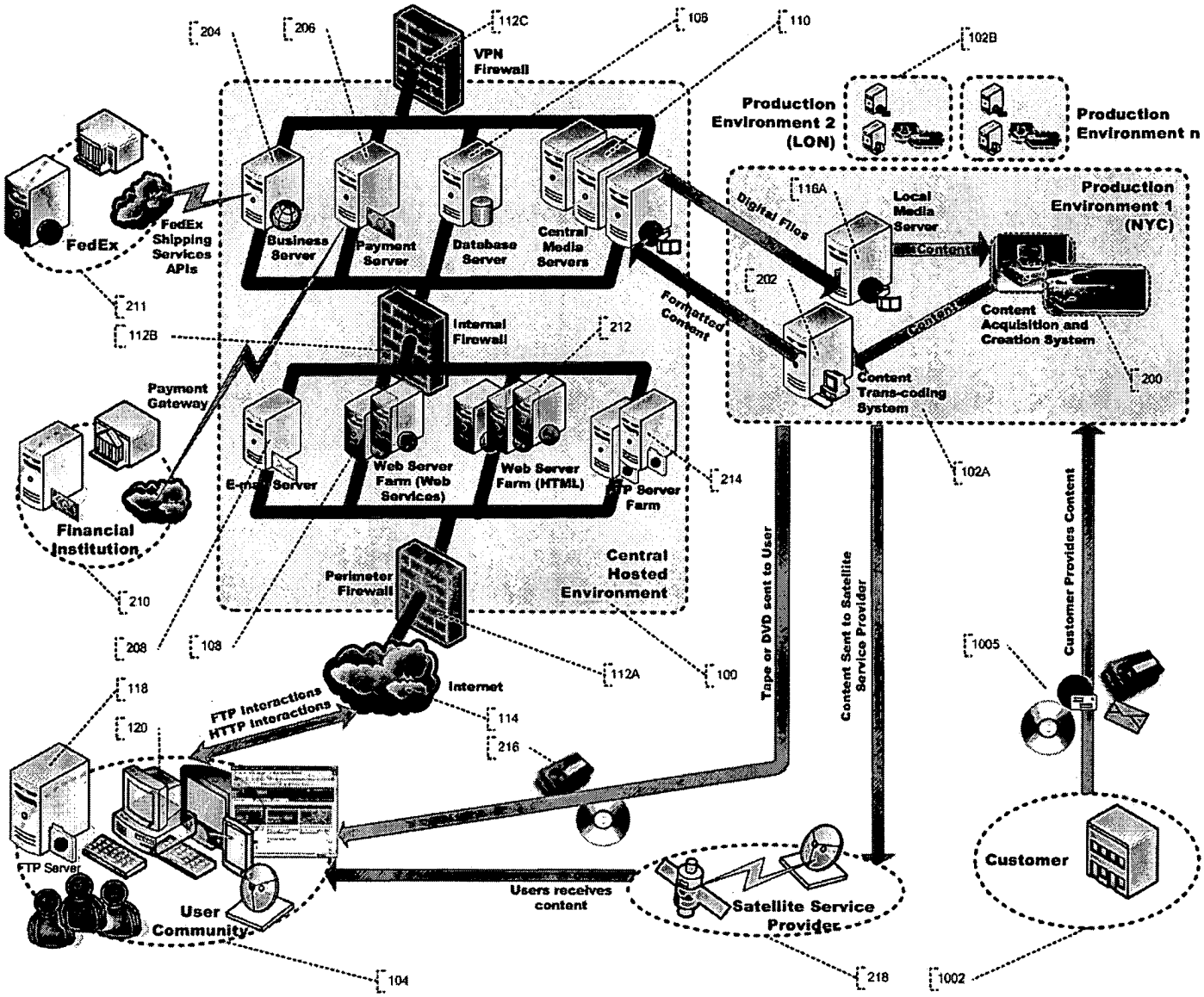
204
206
112C
VPN Firewall
108
110
102B
Production Environment 2 (LON)
Production Environment n
116A
Local Media Server
Production Environment 1 (NYC)
Digital Files
Content
202
Content Acquisition and Creation System
200
Formatted Content
Content
Content Trans-coding System
102A
FedEx
FedEx Shipping Services APIs
Business Server
Payment Server
Database Server
Central Media Servers
211
112B
Internal Firewall
212
Payment Gateway
E-mail Server
Web Server Farm (Web Services)
Web Server Farm (HTML)
FTP Server Farm
214
Financial Institution
210
Perimeter Firewall
Central Hosted Environment
208
108
112A
100
Tape or DVD sent to User
Content Sent to Satellite Service Provider
Customer Provides Content
1005
118
Internet
FTP Interactions
HTTP Interactions
120
114
216
FTP Server
User Community
Users receives content
Satellite Service Provider
Customer
104
218
1002

FIG. 1C

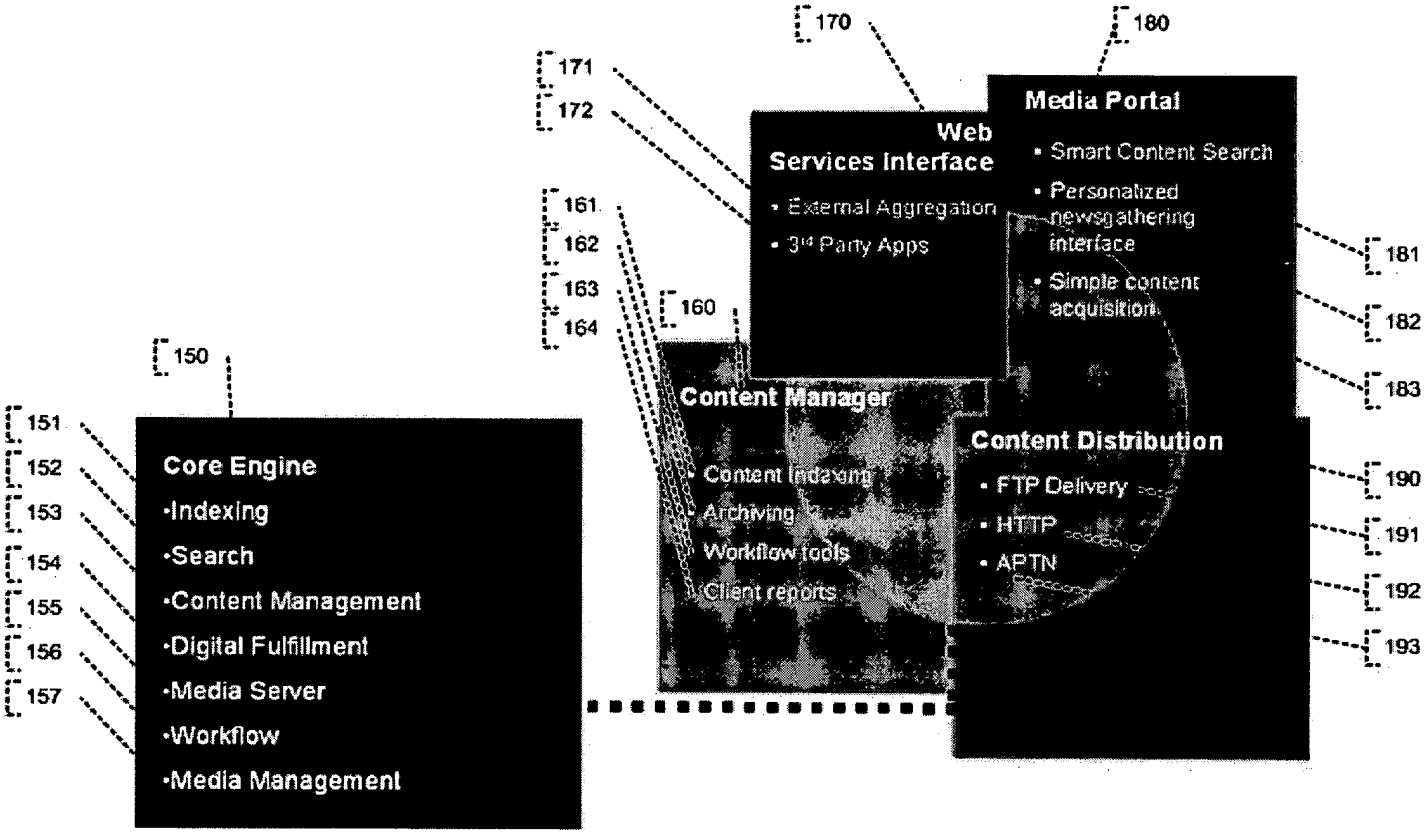
170
180
171
172
Web Services Interface
• External Aggregation
• 3rd Party Apps
Media Portal
• Smart Content Search
• Personalized newsgathering interface
• Simple content acquisition
161
162
163
164
160
181
182
183
150
Content Manager
• Content Indexing
• Archiving
• Workflow tools
• Client reports
Content Distribution
• FTP Delivery
• HTTP
• APTN
190
191
192
193
151
152
153
154
155
156
157
Core Engine
•Indexing
•Search
•Content Management
•Digital Fulfillment
•Media Server
•Workflow
•Media Management

FIG. 1D

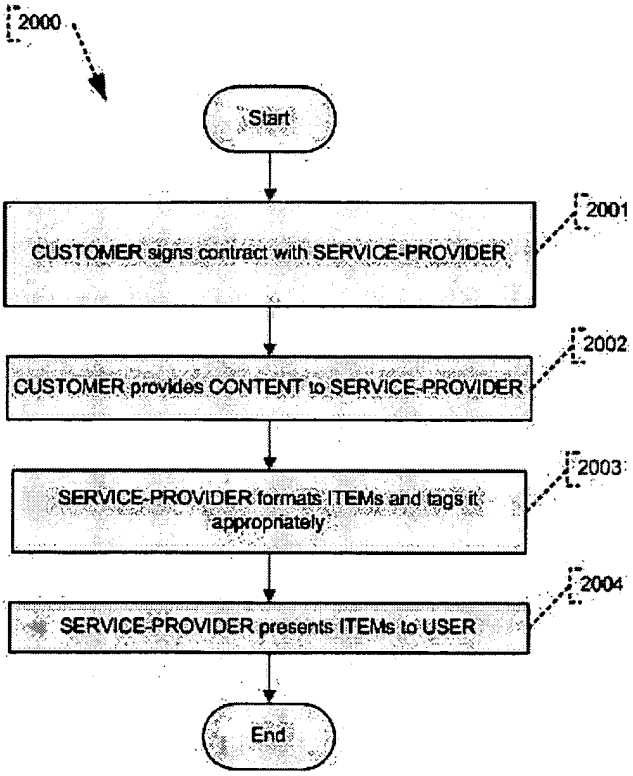
2000
Start
CUSTOMER signs contract with SERVICE-PROVIDER
2001
CUSTOMER provides CONTENT to SERVICE-PROVIDER
2002
SERVICE-PROVIDER formats ITEMs and tags it appropriately
2003
SERVICE-PROVIDER presents ITEMs to USER
2004
End

FIG. 2A

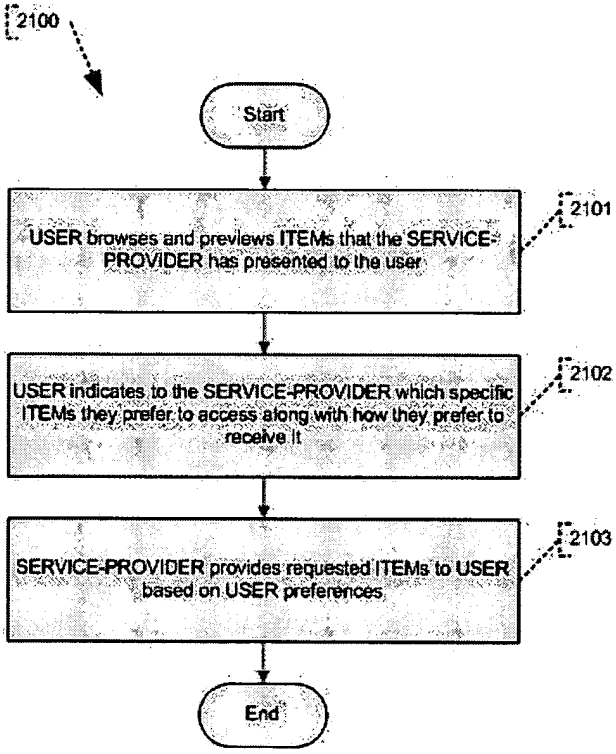
2100
Start
USER browses and previews ITEMs that the SERVICE-PROVIDER has presented to the user
2101
USER indicates to the SERVICE-PROVIDER which specific ITEMs they prefer to access along with how they prefer to receive it
2102
SERVICE-PROVIDER provides requested ITEMs to USER based on USER preferences
2103
End

FIG. 2B

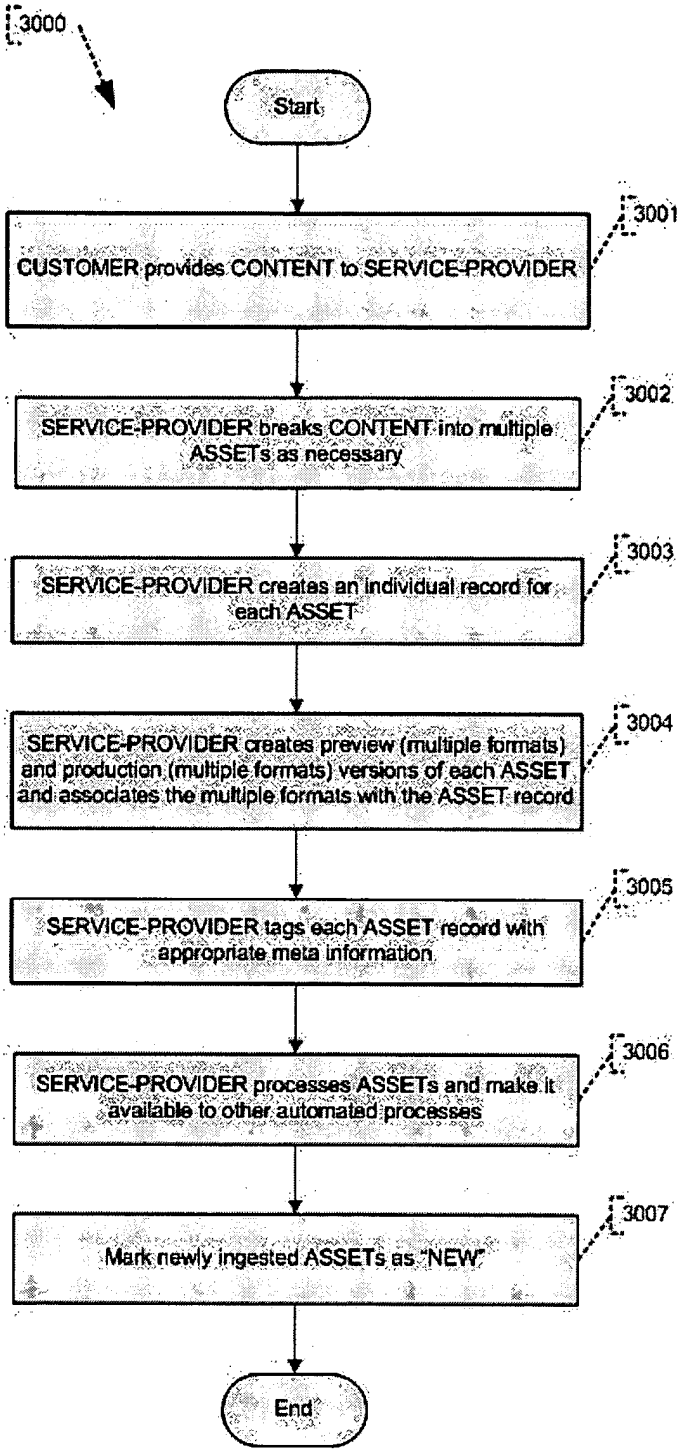
3000
Start
CUSTOMER provides CONTENT to SERVICE-PROVIDER
3001
SERVICE-PROVIDER breaks CONTENT into multiple ASSETs as necessary
3002
SERVICE-PROVIDER creates an individual record for each ASSET
3003
SERVICE-PROVIDER creates preview (multiple formats) and production (multiple formats) versions of each ASSET and associates the multiple formats with the ASSET record
3004
SERVICE-PROVIDER tags each ASSET record with appropriate meta information
3005
SERVICE-PROVIDER processes ASSETs and make it available to other automated processes
3006
Mark newly ingested ASSETs as "NEW"
3007
End

FIG. 3

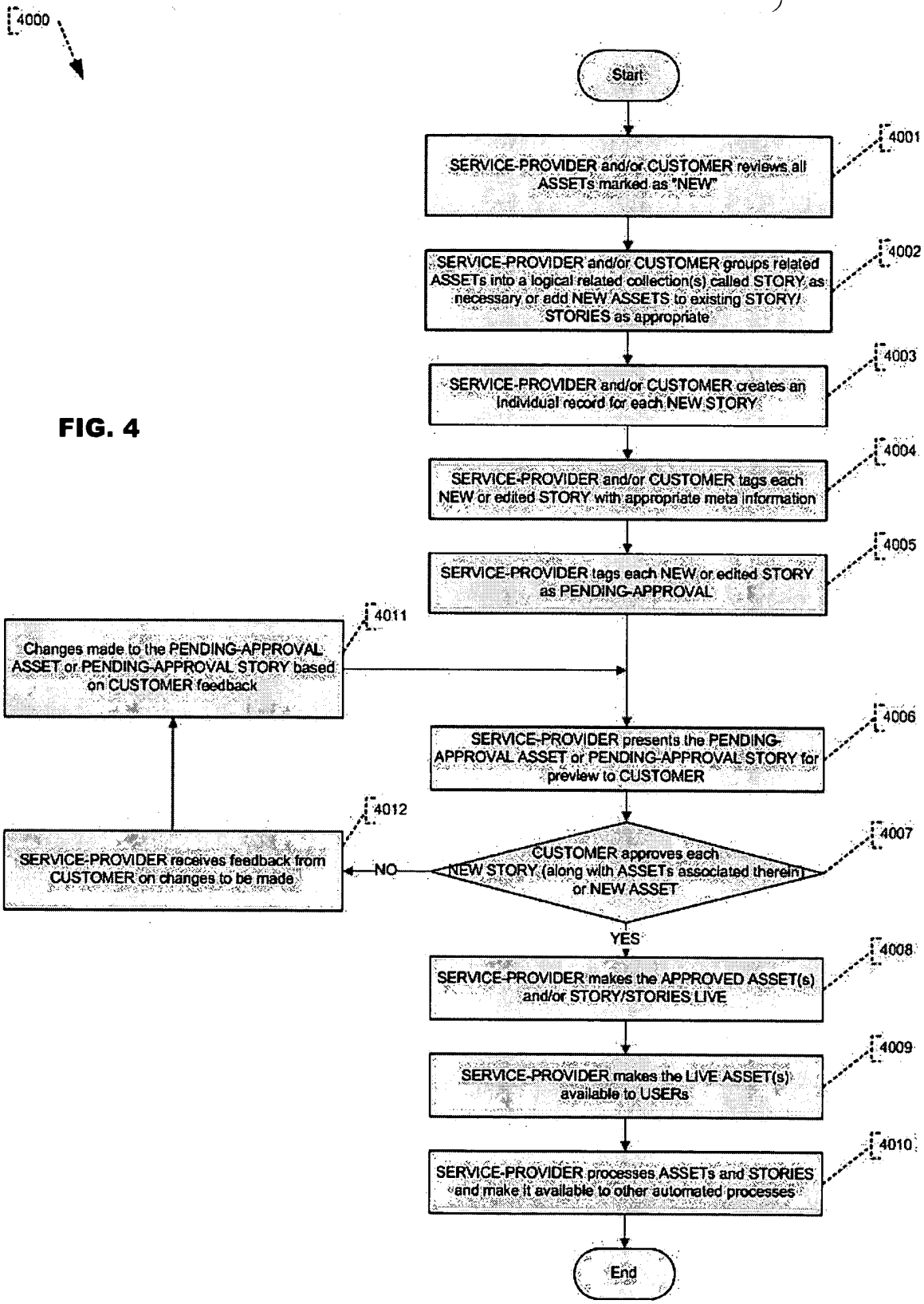
4000
Start
SERVICE-PROVIDER and/or CUSTOMER reviews all ASSETs marked as "NEW"
4001
SERVICE-PROVIDER and/or CUSTOMER groups related ASSETs into a logical related collection(s) called STORY as necessary or add NEW ASSETS to existing STORY/ STORIES as appropriate
4002
SERVICE-PROVIDER and/or CUSTOMER creates an individual record for each NEW STORY
4003
SERVICE-PROVIDER and/or CUSTOMER tags each NEW or edited STORY with appropriate meta information
4004
SERVICE-PROVIDER tags each NEW or edited STORY as PENDING-APPROVAL
4005
Changes made to the PENDING-APPROVAL ASSET or PENDING-APPROVAL STORY based on CUSTOMER feedback
4011
SERVICE-PROVIDER presents the PENDING-APPROVAL ASSET or PENDING-APPROVAL STORY for preview to CUSTOMER
4006
SERVICE-PROVIDER receives feedback from CUSTOMER on changes to be made
4012
NO
CUSTOMER approves each NEW STORY (along with ASSETs associated therein) or NEW ASSET
4007
YES
SERVICE-PROVIDER makes the APPROVED ASSET(s) and/or STORY/STORIES LIVE
4008
SERVICE-PROVIDER makes the LIVE ASSET(s) available to USERs
4009
SERVICE-PROVIDER processes ASSETs and STORIES and make it available to other automated processes
4010
End

FIG. 4

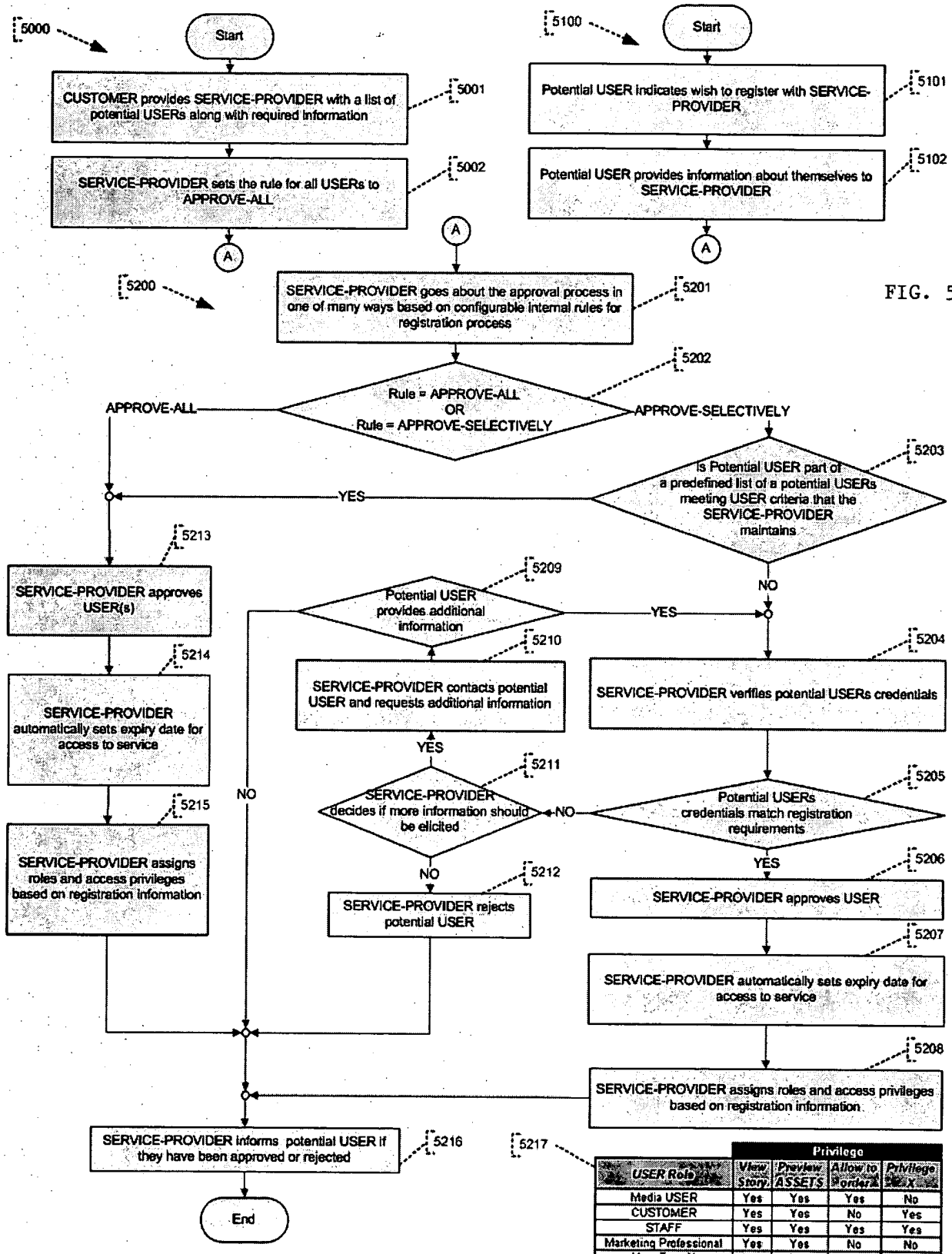

FIG. 5A

USER Role	Privilege			
	View Story	Preview ASSETS	Allow to order	Privilege X
Media USER	Yes	Yes	Yes	No
CUSTOMER	Yes	Yes	No	Yes
STAFF	Yes	Yes	Yes	Yes
Marketing Professional	Yes	Yes	No	No
User Type X	Yes	Yes	No	Yes

FIG. 5B

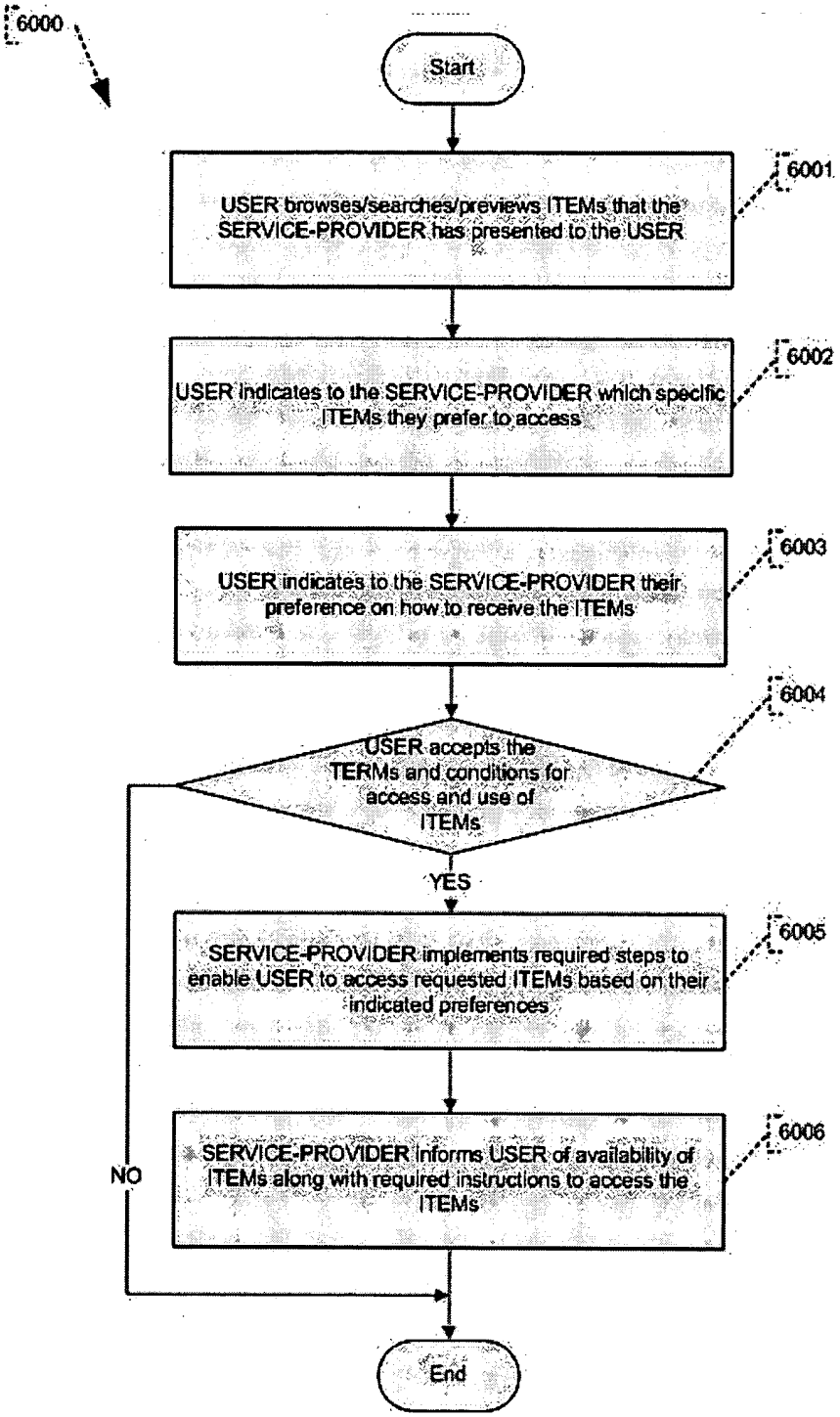
6000
Start
USER browses/searches/previews ITEMs that the SERVICE-PROVIDER has presented to the USER
6001
USER indicates to the SERVICE-PROVIDER which specific ITEMs they prefer to access
6002
USER indicates to the SERVICE-PROVIDER their preference on how to receive the ITEMs
6003
USER accepts the TERMs and conditions for access and use of ITEMs
6004
YES
NO
SERVICE-PROVIDER implements required steps to enable USER to access requested ITEMs based on their indicated preferences
6005
SERVICE-PROVIDER informs USER of availability of ITEMs along with required instructions to access the ITEMs
6006
End

FIG. 6

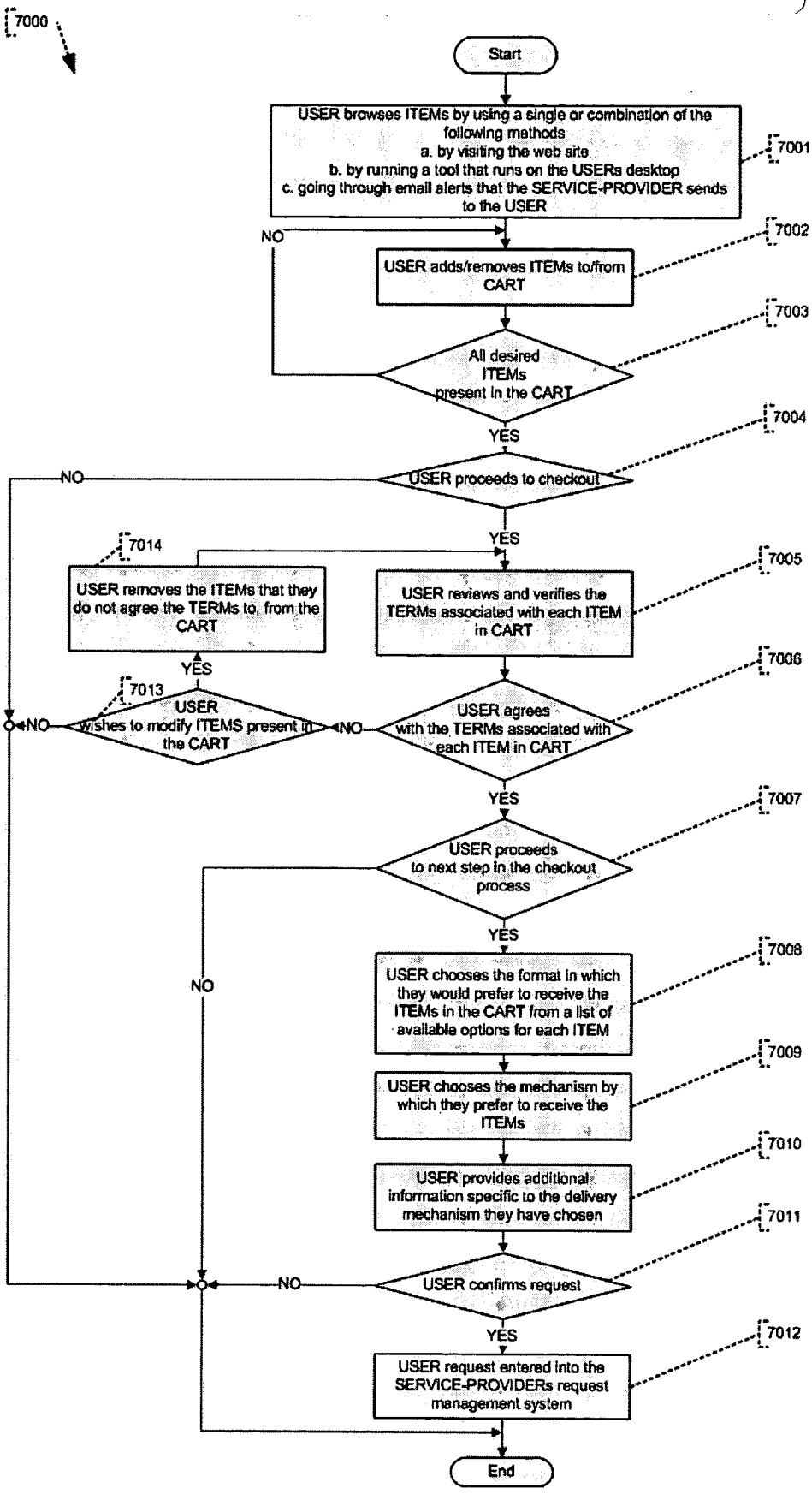
7000
Start
USER browses ITEMs by using a single or combination of the following methods
a. by visiting the web site
b. by running a tool that runs on the USERs desktop
c. going through email alerts that the SERVICE-PROVIDER sends to the USER
7001
NO
USER adds/removes ITEMs to/from CART
7002
All desired ITEMs present in the CART
7003
YES
USER proceeds to checkout
7004
NO
YES
7014
USER removes the ITEMs that they do not agree the TERMs to, from the CART
USER reviews and verifies the TERMs associated with each ITEM in CART
7005
YES
7013
USER wishes to modify ITEMS present in the CART
NO
NO
USER agrees with the TERMs associated with each ITEM in CART
7006
YES
USER proceeds to next step in the checkout process
7007
YES
NO
USER chooses the format in which they would prefer to receive the ITEMs in the CART from a list of available options for each ITEM
7008
USER chooses the mechanism by which they prefer to receive the ITEMs
7009
USER provides additional information specific to the delivery mechanism they have chosen
7010
NO
USER confirms request
7011
YES
USER request entered into the SERVICE-PROVIDERs request management system
7012
End

FIG. 7

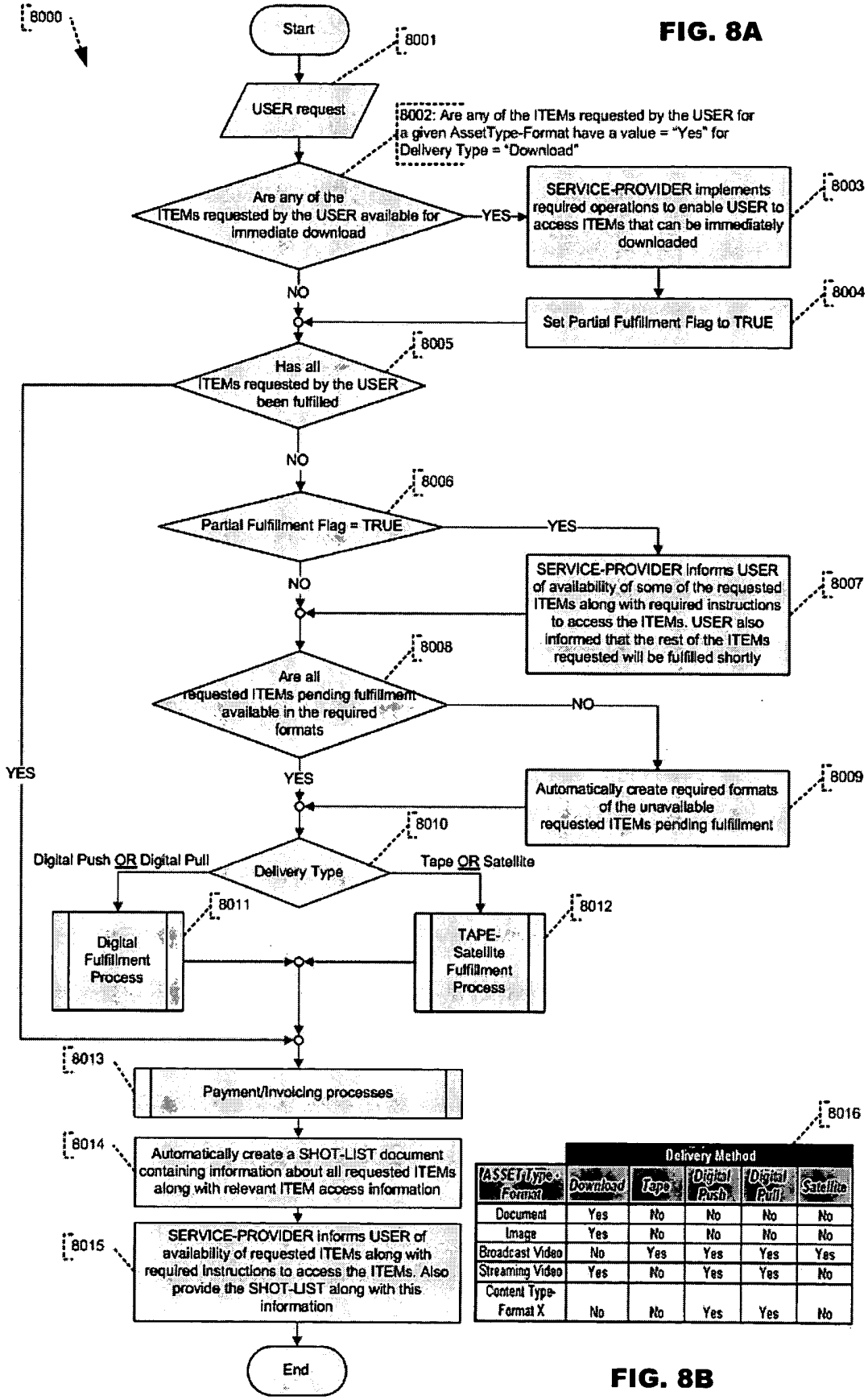

FIG. 8A

8016

ASSET-Type-Format	Delivery Method				
	Download	Tape	Digital Push	Digital Pull	Satellite
Document	Yes	No	No	No	No
Image	Yes	No	No	No	No
Broadcast Video	No	Yes	Yes	Yes	Yes
Streaming Video	Yes	No	Yes	Yes	No
Content Type-Format X	No	No	Yes	Yes	No

FIG. 8B

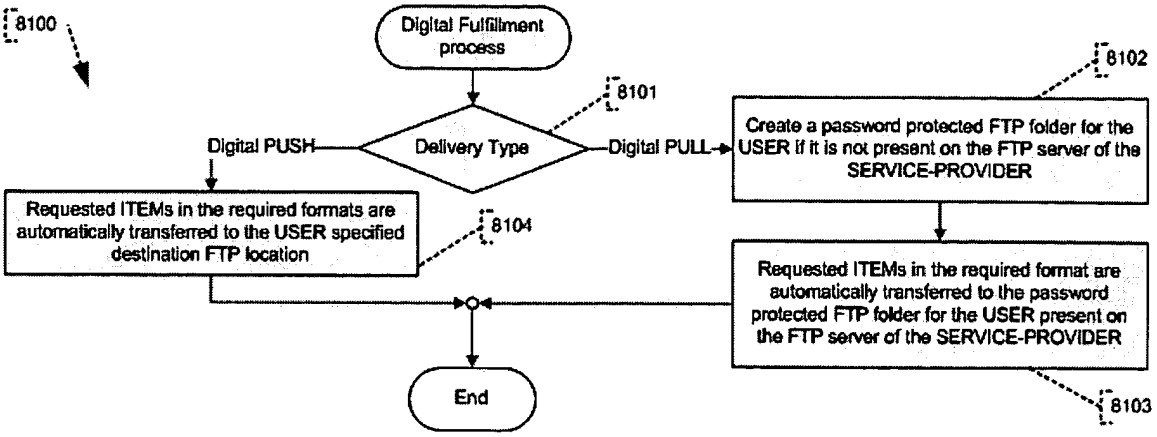
8100
Digital Fulfillment process
8101
Delivery Type
Digital PUSH
Digital PULL
8102
Create a password protected FTP folder for the USER if it is not present on the FTP server of the SERVICE-PROVIDER
Requested ITEMs in the required formats are automatically transferred to the USER specified destination FTP location
8104
Requested ITEMs in the required format are automatically transferred to the password protected FTP folder for the USER present on the FTP server of the SERVICE-PROVIDER
8103
End

FIG. 8C

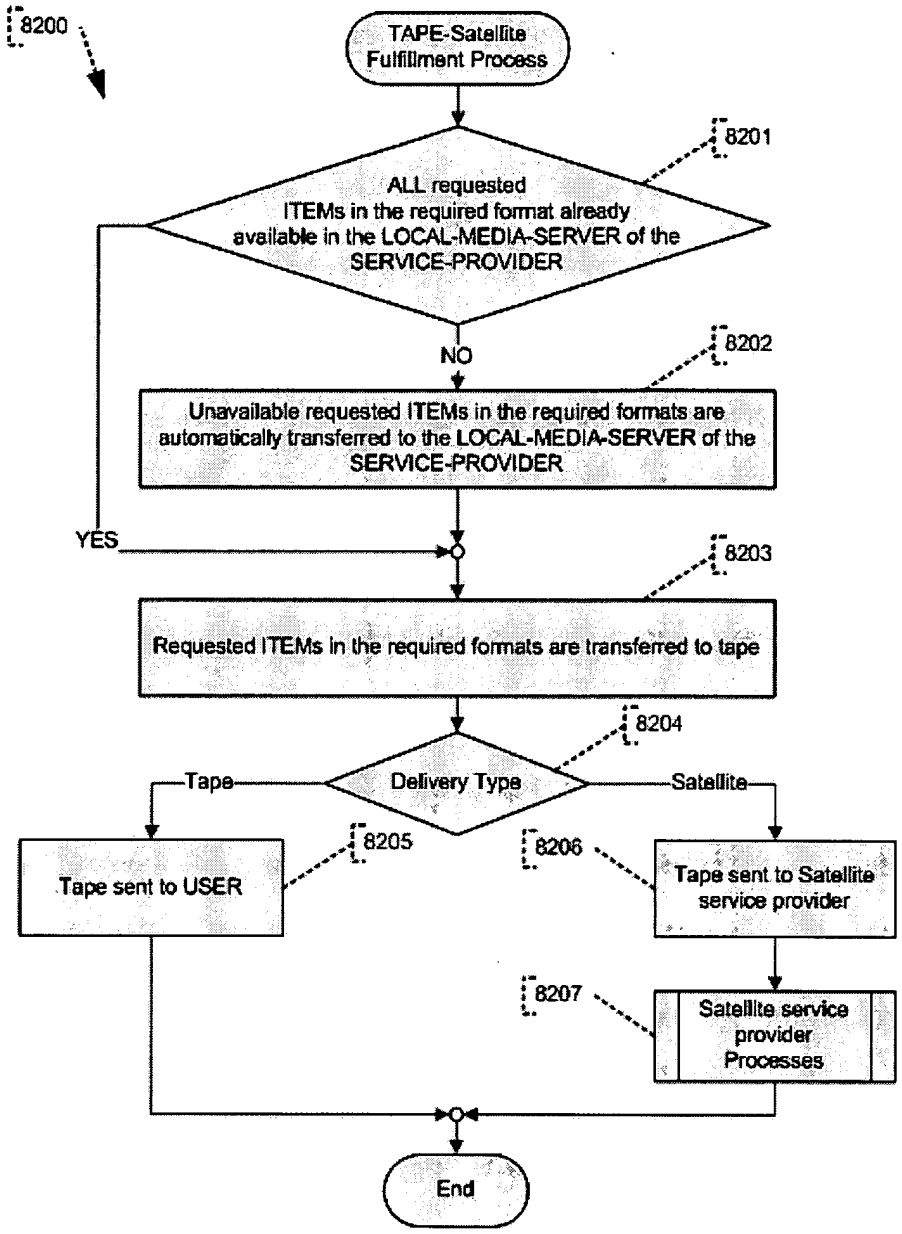
8200
TAPE-Satellite Fulfillment Process
8201
ALL requested ITEMs in the required format already available in the LOCAL-MEDIA-SERVER of the SERVICE-PROVIDER
NO
8202
Unavailable requested ITEMs in the required formats are automatically transferred to the LOCAL-MEDIA-SERVER of the SERVICE-PROVIDER
YES
8203
Requested ITEMs in the required formats are transferred to tape
8204
Delivery Type
Tape
Satellite
8205
Tape sent to USER
8206
Tape sent to Satellite service provider
8207
Satellite service provider Processes
End

FIG. 8D